



It's FREE! Play for YOUR Price!

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About PricePlay.com

PricePlay.com is dedicated to making shopping fun on the Internet. By allowing you to play games to lower the price of the item you wish to purchase, PricePlay.com provides a platform that utilizes your game skill, and lets you control over the price you pay.

By allowing the buyers to play games to lower the price of the item, PricePlay.com provides a platform that uses people's game skill instead of having to bid for an item (and pray you get it), or pay a "fixed" price dictated by a vendor. PricePlay.com, via its truly innovative business model which is based on U.S. and Foreign Patent Processes, is changing on-line shopping by providing the opportunity for the buyer to "control" the price they pay for the desired product, while having FUN and saving money!

PricePlay.com will also bring benefits to sellers. Additional Sales, Increased Revenue, Consistent Profit Margin, Seamless Distribution, Comprehensive Product Listings, Incremental Brand Exposure, Targeted Advertising Sponsorship, Exponentially Longer Impressions, Data Mining, just to name a few!

PricePlay.com "Merchant Partners" garner unparalleled marketing and sales benefits found nowhere else in the e-Commerce world. Why? Because on-line consumers now have the choice to have fun while they shop for products! "Point, Click, and Buy" will be replaced with PricePlay.com's: "Point, Click, PLAY to SAVE, and Buy". Captive consumers immersed exponentially longer in your brand, having fun and saving money while purchasing products... What could be better?

You'll start wondering "Should Shopping Be This Fun?"™

Press Releases

July 25, 2000

- Re-Launch Offers More Games for "Play Your Price™" On-Line Shopping (more...)

Contact Us

For more information about PricePlay.com contact	info@priceplay.com
If you wish to list bulk, contact	sales@priceplay.com
For job opportunities send resume to	jobs@priceplay.com
For customer support, contact	customersupport@priceplay.com
For general info about PricePlay.Com call	(714)838-2278

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FOR IMMEDIATE RELEASE

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Re-Launch Offers More Games for "Play Your Price" On-Line Shopping

TUSTIN, CA – July 25, 2000 – PricePlay.com announced today that it has re-launched its website, www.PricePlay.com, offering a greater selection of games to play when playing for discounts on over one m products offered for sale on it's website.

Visitors to the site can now play over a dozen browser-based games such as "Basketball," "Asteroids," "Tet" others to win discounts on products offered through the site. PricePlay.com offers a wide variety of products consumer electronics, and music are among the dozens of categories listed.

John Goodale, VP of Business Development, noted, "Our recent site re-launch reflects our commitment to o customers a fun shopping experience, while offering our merchant partners a compelling environment in wh their products." Goodale further added, "We will continue to add new games and additional products to our s building up to another major re-launch next month, in which we will kick off some exciting loyalty programs,

About PricePlay.com

PricePlay.com launched earlier this year, and is a unique mix of popular internet technologies: dynamic pric games. The new venture offers the opportunity for shoppers to play their way to big discounts, by combining conventional online shopping with Internet game technology. PricePlay.com offers over one million items for consumers can "Play Your Price!" With it's unique patent-pending business process and technologies, Price promises the next major evolution in on-line shopping.

PricePlay.com is the first ever *Play Your Price!*™ site on the Internet. A wide range of products is available electronic goods, books, music, toys, travel, jewelry, antiques, and so on; additional commerce partners are added to the site weekly. Shoppers are able to compete for the best possible price on a huge range of items playing scores of online games. For instance, in "Basketball," the more baskets scored - the bigger the disco rock bottom prices available and the fun of the games should have a significant impact on the online auction on-line entertainment industries.

The company has secured multi-million dollar institutional funding, and is poised for explosive growth in this e-commerce space.

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How To Buy

Part of the fun of being a PricePlay.com member is being able to buy and play for an item. Find out how you about buying an item in the information below.

Check it out!

Check out the items that PricePlay.com has on its web site. Use our search engines to find that unique item been looking for or just browse the listings for anything that catches your eye.

We want you to be confident about your purchase. Please see our [Buyer Protection Guarantee](#) for more det

Do Your Research!

- Read the item description thoroughly. If you have any questions about the item, email them to the sel
- Check out the seller before you buy and/or play for the item. See their feedback ratings and read wha buyers have left for them.

Buy Now!

You can opt to buy an item outright at the Competitive Price that a seller has set. Why? Because it eliminate competition from other users who are playing to reduce the price.

Play Your Price™!

- One of the great features of our site is that you get to "Play Your Price™."™ That's right—you get to p to lower the price of items you want to buy. You do that by playing games and saving the tokens earn account. Then, at anytime, you can redeem the tokens for cash discounts. Wow!!
- If you need instructions on how to play, click on the Instructions link at the bottom of the game area.
- Play the game and watch the number of the tokens you have earned increase, and how the price of t reduced in real time, according to your game performance.
- Once you've reached your desired score and price, click on Buy Now and provide the information nee you don't wish to buy a product, you can always save the tokens to your account and come back and at a later time.
- When you decide to buy an item, you'll then be asked to review the information and re-submit the info for assurance. At this point, you're committed to completing the transaction with the seller.
- You'll immediately receive an email message from PricePlay.com, congratulating you on your purcha
- We encourage you to leave feedback about your experience and let others know how your buying ex has been on PricePlay.com!

Start Play Your Price™ Now

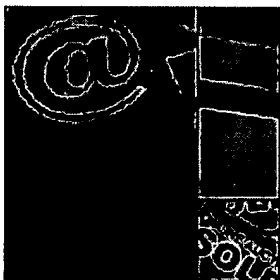
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HomeGopher, Inc. an industry-leading of next generation products

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HGI is an industry-leading manufacturer of next-generation products and services for e-commerce. HGI is the inventor, and the exclusive provider, of the patent-pending "Determining Activity" model. This powerful functionality, which integrates full e-commerce platforms, transforms e-tail via the e-Dynamix Suite.

The Suite empowers Global 1000 companies, and any enterprise employing a commercial channel, to build their online customer base fast and efficiently, significantly lowering their customer acquisition cost. HGI also provides full development, integration and deployment services.

The same technology that empowers stickiness and conversion also yields targeted and actionable customer demographics and behavioral data. HGI's tools to turn the liability of e-commerce into a competitive advantage. HGI and the e-Dynamix Suite are the logical choice for a more powerful future business.

HGI has attracted considerable attention in the cyber-capital community. Current partners include H&Q/Global Alliance Technology Fund, SuperNet Holding Corporation, Venture Capital and USC Corporation (Japan).

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COMPANY INFO

PARTNERS



The Management Team... Bringing HGI to a C

CEO - Wayne Lin

CTO - Tom Bui

VP of Sales and Marketing - Wirter Mangrum

Director of Finance/Controller - Sylvia Hu

Director of Operations - James Wu

Director of Marketing - Nanci Mavar

Online Development Manager - Tripper McCarthy

Business Development Manager - Howard Kopelson

Corporate Information

Team Bios.

Business Development

Contact Information

Careers at HGI



▲ **Wayne Lin, Chief Executive Officer.** When Wayne started Company (later Doremi, Inc.) at age 20, he was his only employ later he had 90 sales reps and revenue of two million dollars. H included Hallmark Stores, Long Drugs and 600 independent gif U.S. Wayne earned his BA in Economics from UC Santa Barba from UC Irvine. Wayne is the visionary behind HGI and its Price Activity model. He plays golf with the same relentless passion as he pursue with less stellar success; a personal goal is to enjoy two months completely Alaskan wilderness.



▲ **Thomas Bui, Chief Technology Officer.** Tom is a master o infrastructure. He has conceived, deployed and maintained sop for several major enterprises. He was the chief architect, as we manager, of Ingram Micro's auction and e-commerce web sites Chief Technologist for Merisel's entire e-commerce group. Mos broadened his experience as Senior Manager of E-Business Pr Consulting. Tom inspires and protects the proprietary technology that gives their competitive edge. He holds both an MS and Ph.D. in engineering from is to explore the Amazon and the deep sea.



▲ **Wirter Mangrum, Vice President of Sales and Marketing.** W responsible for the rapid, profitable execution of the company c the HGI story to the vertical and general markets for which the m profitable. He combines broad, deep sales and technical experi President/Sales at ACS Systems, an e-commerce consulting fir Sales for Complete Business Systems, a full-service web devel to his technical career Mr. Mangrum started Varsity Sports International in C was instrumental in the success of the Irish Basketball League. He attende in New York and Cork College in Ireland. Wirter remains a certifiable sports harbors a deep desire to walk the Great Wall of China.



▲ **Sylvia Hu, Director of Finance/Controller.** Sylvia is respons accounting, budgeting, financing, financial reporting and MIS, in the company in cost savings, optimizing operating efficiency, ef capital, and capitalization planning. Before HGI, she was the Re North America at HMC, an international marketing company. Sy Accounting from the University of Texas at Austin. Sylvia's pass and she dreams one day of performing in concert.



▲ **James Wu, MBA, Director of Operations.** James was summ State/Los Angeles in Finance and Economics. While a student, Consulting, setting up accounting systems and establishing cus for small businesses. Being bilingual, James went to work for S international trading and investment company, where he rose to Export department. He received an honors MBA from the Unive Irvine, where he was an IT Cohort and a member of Beta Gamma Sigma, th society of business students. James oversees all the company's day-to-day logistics. He would like to someday travel to Egypt to see the Pyramids.



▲ **Nanci Mavar, Director of Marketing.** Nanci's creative skills a been instrumental in the redesign of the HGI and Price Play we the development of marketing strategies and promotional oppor Play e-Dynamix Suite. For several years, she has been a volun for the Starlight Children's Foundation, granting over 650 wishe children. Currently working towards an MBA from Pepperdine U dream is to dance in the opening credits of the Drew Carey Show.



▲ **Tripper McCarthy, Online Development Manager.** Tripper i the operation and functionality of the PricePlay.com website. Fr development to website maintenance and enhancement, Trippe sure that each visitor to PricePlay.com has a fun and productive game designer for 4 years, as well as a Programming Manager Systems (San Diego), Tripper brings exceptional internet progra to HGI. He graduated Summa Cum Laude from UCLA and, as an astronom one day discover a comet.



▲ **Howard Kopelson, Business Development Manager.** How after a successful career as an entrepreneur. He establishes re media firms and on line publishers and handles ad placements. degree from DeVry Technical Institute and a Marketing Degree Metropolitan School of Business. One of his favorite pastimes is went from cook to chef when he attended the Culinary Art Institu baseball fan, he is patiently waiting for the opportunity to buy the Anaheim

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